



## **MCH Infant Mortality Prevention Project Package #B: Community**

### **“The Period of Purple Crying + Safe to Sleep”**

**Goal:** Reduce infant mortality from unsafe sleep

**Objective:** By December 2013, in the LHDs service area, all community partners who are educating new parents/caregivers will be utilizing evidence-based practices and most current materials to teach safe sleep and prevention of sleep-related infant deaths.

#### **Outreach Contacts:**

- ❖ Nursing Managers of Local Birthing Hospitals/L&D units
- ❖ Office Manager of Local Medical Providers
- ❖ School Principal/FRYSCs Directors
- ❖ Directors of Child Care Agencies
- ❖ Leaders/facilitators of healthcare education in Hispanic communities
- ❖ Directors of National Guard Families Family Resource Centers
- ❖ Leaders/facilitators of healthcare education for Grandparents
- ❖ Directors/Coordinators of Faith Based Organizations
- ❖ Presidents/Leaders of University Service Organization

#### **Outreach Presentations:**

- ❖ Community Service Organizations (Kiwanis, Lion's Club, Ruritans, County Extension Office, Women's Social Clubs, American Red Cross, Youth/Child Care Certification Centers, etc...)
- ❖ Parenting Classes

#### **Activities: 10 Steps to Success**

Step 1.) Select one to four community agencies that work with new parents and/or childcare

Step 2.) Discuss how to build project package information into their existing educational programs/trainings

Step 3.) Offer to provide educational presentations

Step 4.) Assess the agency's total number of Purple Program packages needed through June 30<sup>th</sup>

Step 5.) Place your order for **FREE** Safe to Sleep materials by phone: **1-800-505-2742**  
(Orders may take up to two weeks to arrive.)

**The following is a list of approved materials you may order:**

- Safe Sleep for Your Baby Video: Reduce the Risk of Sudden Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death
- Safe Sleep for Your Baby Generic Brochure  
[PDF for Safe Sleep for Your Baby: Reduce the Risk of Sudden Infant Death Syndrome \(SIDS\) and Other Sleep-Related Causes of Infant Death \(PDF\)](#)
- What does a safe sleep environment look like? Single Page handout  
[PDF for What does a safe sleep environment look like?](#)  
[PDF for ¿Cuál es la apariencia de un ambiente seguro para dormir? \(PDF\)](#)
- Safe Sleep for Your Baby: (African American Outreach)  
[PDF](#)
- Safe to Sleep Doorhanger for African American Audiences and Spanish Speaking Audiences  
[PDF for Safe to Sleep Doorhanger for African American Audiences \(PDF\)](#)  
[PDF for Ponga a su bebé a dormir sin peligro: Reduzca el riesgo del síndrome de muerte súbita del bebé y de otras causas de muerte relacionadas con el sueño \(PDF\)](#)
- Safe to Sleep Doorhanger for General Audiences  
[PDF for Safe to Sleep Doorhanger for General Audiences \(PDF\)](#)
- Safe Sleep for Your Grandbaby: brochure  
[PDF for Safe Sleep for Your Grandbaby: Reduce the Risk of Sudden Infant Death Syndrome \(SIDS\) and Other Sleep-Related Causes of Infant Death \(PDF\)](#)
- “Safe Sleep for Your Baby Right from the Start” DVD \$20.00  
(Specific to Hospitals, Doctor’s Offices, Health Depts. & Clinics)  
[http://cribsforkids.org/wp-content/uploads/2013/03/011-EducationalProductOrderForm\\_3.12.13.pdf](http://cribsforkids.org/wp-content/uploads/2013/03/011-EducationalProductOrderForm_3.12.13.pdf)

Step 6.) Begin the “3-Step Purple Program Process” as outlined in your “Welcome to the Period of Purple Crying Program” letter.

- a) Register for the FREE Purple Program on-line training as indicated in your “Welcome Letter”. (This 27 minute training provides an overview of the Implementation Protocol the *Purple Program* and includes talking points for parents, caregivers, and providers.)
- b) In the “Welcome Letter”, go to the link and print the Memorandum of Understanding (MOU). Review with your supervisor or LHD Director. (**Note: The MOU is a participation agreement, NOT a financial agreement!**)
- c) Electronically sign the MOU per the instructions in the “Welcome Letter”. Upon receipt, the Purple Program will send you an acknowledgement notification. (*Note: The person that signs the MOU should be the same person MCH staff submits to be registered with the Purple Program.*)

- d) Purple Program packages are available to LHDs at the specially discounted rate of **\$2.00 per package** (plus S&H). Minimum orders are 100 packages.
- e) To order Purple Program Packages, call the National Center for Shaken Baby Syndrome at: **1-801-447-9360**

Step 7.) Follow your LHD procedures for ordering materials/supplies

Step 8.) To assist in meeting Purple Program requirements, MCH will provide you with an *Inventory Log* to track the total number of packages ordered and name of outreach contacts.

Step 9.) Arrange to distribute educational packages/materials to agencies and schedule training presentations provided by the MCH Coordinator.

*\*Note: Agencies should provide education on Abusive Head Trauma and Safe to Sleep when providing informational materials.*

Step 10.) Report total purchasing activities and outreach contacts monthly in Catalyst using Goal: "Pediatric Coordination-122".

### **Allowable Resources to be charged to cc766:**

- 1.) MCH Coordinator staff time (salary and fringe) implementing this package which includes educating the Outreach Contacts.
- 2.) Costs of all listed educational packages/materials including shipping and handling fees.
- 3.) Additional Period of Purple Crying/National Center on Shaken Baby Allowable:

<https://secure.dontshake.org/buymaterials/>

|                                      |   |
|--------------------------------------|---|
| Period of Purple Crying Program      | \$2.00 with signed MOU minimum order of 100 |
| Enjoy Your Baby Magnet (never shake) | \$0.60                                      |
| Never Shake a Baby Poster 8x10       | \$0.60                                      |
| Never Shake a Baby Poster 11x17      | \$0.75                                      |
| DoD Tough Enough Poster 11x17        | \$0.75                                      |

Shhh . . . Baby's Sleeping" Door Hanger \$0.20 (African-American, Caucasian and in Spanish)

Dads Tip Card Full Size \$0.20 (African-American and Caucasian) Wallet size: \$0.15

Dads "Time Out" Card \$0.20

Crying Card \$0.20 in English and Spanish

When My Baby Cries" Magnet Card \$0.40 in English and Spanish

**Activities not allowed to be charged to cc766:**

- 1.) Materials not specifically listed for these projects
- 2.) Any materials used for mass distribution (e.g. health fairs, baby showers, etc...) cannot be coded to cost center 766